

7 Proven Membership Models

Build predictable income doing what you love.
Serve more people and make a bigger impact.



ABOUT

THE MEMBERSHIP LAB

You've got a program, a method or an expertise but you don't have the platform to support it. You might have tried the off-the-shelves solutions and you know that won't work for you.

You need something more engaging. You need a platform that creates a unique experience.

That's where we come in.

Our mission

We help you turn your vision into a beautiful, engaging and scalable online program. Because your expertise is unique and you deserve a platform that will make your members fall in love with your program, so that you can make a *bigger impact* while making *a lot more money*.



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MEMBERSHIPS

THE DIFFERENT TYPES OF MODELS

Unlike online courses, which solve a specific problem or pain point for your subscribers/clients, most memberships are ongoing and are a solution to a recurring problem. In order to create long-lasting memberships, you have a variety of options.

Benefits of using a membership model:

- Stable Cash Flow
- Lower Marketing Costs
- Lower Costs of Business
- Fast, Direct Feedback from members
- Ability to Change a Community
- Access to Exclusive Data
- Additional Revenue Opportunities



Testimonial

It's so great to have someone you can trust for tech and projects... and also strategy for my membership program. You were able to guide me to make the right decisions for my model and what I wanted to do... which is priceless! Thank you for all of your help! I wouldn't have been able to launch on time without you!

ALICIA STREGER | Founder Content Social Media Club

The Internal Training Model

Centralize training in one place

This model is ideal for freelancers, agencies, and anyone who works with clients already. It's also a great way to onboard 1:1 coaching clients or train individuals to keep everyone on the same page.

You get to offer a product or service they can actually use for an affordable monthly fee! And you are only competing with others who provide similar services. The best part is that this smooths out the freelancer's feast and famine cycles. You also have a more predictable amount of work month after month.



Benefits

- Saves your business time
- Provides additional value to clients/staff
- Always accessible
- Self study with assessment for quality control



The Online Education Model

Reach more individuals for bigger impact

If you're a teacher or tutor, you probably want to improve your students' lives. An online learning membership model will enable you to reach a greater number of the individuals who are in need of your assistance and provide them with the opportunity to develop a passion for education.

When that happens, a membership model has the potential to drastically alter one's life.

Benefits

- Help more people
- Offer self-study curriculum
- Always accessible
- Access to test, assessments and certifications



The Standard Membership Model

Engaged members, improved cashflow

The conventional membership model is an excellent fit for most businesses wanting to develop a deeper relationship with their clients/members.

This can be a weekly, monthly or yearly offer where members get access to content dripped regularly like weekly recipes or exercise videos which will greatly increase loyalty and keep members engaged.



Benefits

- Keeps users engaged
- Better cashflow
- Funds to help build future content
- Great potential for upselling additional benefits



The Community Membership Model

Loyal community, safe space for like-minded people

The community membership model is all about facilitating strong relationship-building among your members. Think of it like social media but way more organized, and on a website you actually own and control!

A successful model offers a variety of approaches to give users access and opportunities for interaction with other members - whether through forums or other services offered by the company such as message boards etc., so they can form additional connections within this virtual world which could lead into real life ones too.

Benefits

- Increased loyalty and engagement
- Improved communication and collaboration between members and your team
- Easier to track behaviour, preferences, and needs



The Certification Membership Model

Greater credibility, higher earning potential

The benefits of a certification membership model are that it provides an incentive for your members to remain loyal, increases their sense motivation and boosts morale. It also positions your business as an industry leader and offers higher earning potential.

Members will feel a sense of accomplishment having received their certification and are more likely to do the work and complete the program as there is something very tangible at the end that they'll be able to leverage.



Benefits

- Helps you stand out as industry leader & provides credibility
- Higher sense of accomplishment among members
- Members more committed and likely to complete the program



The Coaching Membership Model

Protected space, exclusive access

The online coaching membership model is a great way to package your expertise making it perfect for coaches, mentors and teachers. It provides a protected place for your group coaching and 1-1 coaching clients, gives clients access to exclusive training, resources, call recordings and more.

Plus, it's a great way to leverage your expertise, make a bigger impact and generate additional income by allowing you to work one-to-many if you wish.

Benefits

- Working one-to-many
- Higher earning potential
- Exclusive access



The Combo Membership Model

All in one space adding plenty of value

The combo membership model platform is ideal for those who want to provide it all. With this model, you can offer members access to anything you like and combine it with other elements such as community, exclusive resource, live calls, etc. So if you want to offer your members everything they need to succeed, the combo is your best model.

It's also great for those who want to build their membership platforms gradually by adding new features as and when and/or for those who have limited funds to get started.



Benefits

- Flexibility
- Higher perceived value for members
- Attracts a number of clients/members
- Scalable
- Add as you go



Need Help?

Book a free strategy call



Hey, I'm Nathalie Dorémieux.

I help small businesses bring their expertise online so that they can help more people while boosting your business and bringing a stable stream of income.

Whether you're already online or not, there's a good chance that a membership site could help boost your business, make a bigger impact while getting your time back.



**Click the link below to
book a free call with Nat!**

themembershiplab.com/consult





Get in touch

themembershiplab.com

